

MULTIMEDIA



UNIVERSITY

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

BRM2034 – RESEARCH METHODOLOGY

(All sections / Groups)

15 MARCH 2019
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS:

1. This question paper consists of 5 pages (inclusive of the cover page) with 4 Questions only.
2. **Answer ALL questions.** All questions carry equal marks and the distribution of the marks for each question is given.
3. Write your answers in the **Answer Booklet** provided.

Question 1 [25 Marks]

Awareness of the destruction of natural resources resulting from human activities has raised the issue of environmental protection and environmental consciousness in consumer behaviour. This, in turn, has increased the demand for green products in the market worldwide. A green product is defined as “a product that was manufactured using toxic-free ingredients and environmentally-friendly procedures, and which is certified as such by a recognized organization”(Gurau and Ranchhod, 2005). Greening of a product takes place over its complete life-cycle from product design and raw material procurement to manufacturing, storage, transportation, usage and post-usage activities. Many of the researchers like D’Souza et al. (2006) have addressed consumption aspects of green products across their life-cycles.

Since the knowledge of the consumer market and the variables motivating green purchase behaviour are found to have important implications (Medeiros and Ribeiro, 2013), researchers have been attempting to understand the nature of green consumers in different markets. Rooted in consumer behaviour theories and models, the literature addresses environmental aspects of consumption patterns, elaborates upon demand of eco-friendly products and motivates business organizations to behave environmentally favourable to survive in the market (Hansen, 2009). Using and testing samples from several cities, countries and cross-countries, studies on green consumer behaviour have witnessed the increasing environmental consciousness in the consumers. The studies have investigated how consumers make informed choices about green products, and have attempted to develop an understanding of the determinants of their behaviour and purchase habits. These behavioural studies have focused on determinants of environmentally friendly purchase behaviour such as purchase intentions, purchase decisions, actual purchase behaviour and willingness-to-pay. Though most of the studies on green consumer behaviour are based in Europe and American contexts, constant attempts are being made to expand these concepts universally to understand the similarities and differences that may exist between cultures in an environmentally conscious setting. The way green consumerism is found

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gradually moving to Asian regions (Lee, 2008, 2009; Gurau and Ranchhod, 2005; Yam-Tang and Chan, 1998), India is found to be a potential market of green products (Singh, 2004, 2013). The studies in Indian context, so far, have focused on consumer attitude towards green practices in lodging industry (Manaktola and Jauhari, 2007), and determinants of consumer food choices and purchase behaviour for products such as genetically modified food and organic food (Anand, 2011; Chakrabarti, 2010, Knight and Paradkar, 2008). Findings of the studies reveal that Indian consumers prioritize products and services from environmentally friendly companies (Nath et al., 2012; Knight and Paradkar, 2008), and are becoming choosy in their purchase behaviour in terms of preference for green products, product quality, their competitive prices and their accountability in the retail stores (Singh et al., 2012; Manaktola and Jauhari, 2007). Since improved environmental consciousness is observed in the Indian market (Singh et al., 2012; Singh, 2009), there is a need to understand the factors affecting environmentally friendly purchase decision making. So, the purpose of the study is to explore dimensions of environmental consciousness in Indian consumers, and to test their relationships with green product purchase decision.

The research employs a survey-based method to test a theoretically grounded set of hypotheses. Using a 38-item questionnaire and snowball sampling method, the data were collected from 403 working Indian respondents in Mumbai. Supporting environmental protection, drive for environmental responsibility, green product experience, environmental friendliness of companies and social appeal are identified as important factors affecting green product purchase decisions.

Source: Prashant Kumar, Bhimrao M Ghodeswar, (2015) "Factors affecting consumers' green product purchase decisions", Marketing Intelligence & Planning, Vol. 33 Issue: 3, pp.330-347.

- a) Would you classify this study as a basic or applied type of research? Why? (6 marks)
- b) Develop two possible research questions for this study. (6 marks)

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c) Construct a possible framework for this study. (7 marks)

d) Develop two possible hypotheses for this study by using different format. (6 marks)

Question 2 [25 Marks]

a) There are eight hallmarks or main distinguishing characteristics of scientific research. Briefly explain the following TWO hallmarks by giving relevant examples:

- i. Rigor (5 marks)
- ii. Parsimony (5 marks)

b) Both deductive and inductive processes can be used in both basic and applied research. Explain the deductive reasoning process in detail with a relevant research example. (10 marks)

c) Explain TWO functions of conducting literature review. (5 marks)

Question 3 [25 marks]

A research design is a blueprint or plan for the collection, measurement and analysis of data, created to answer the research problems.

a) Provide a research example to show “minimal researcher interference”. (5 marks)

b) Explain longitudinal study with a research example. (5 marks)

c) Observation is one of the data collection methods in qualitative approach.

- i. What is observation? (3 marks)
- ii. What is the difference between participant and non-participant observation? (6 marks)

d) Closed and open-ended questions are two forms of responses in designing questionnaires. Explain them with relevant examples. (6 marks)

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Question 4 [25 marks]

a) Certain variables lend themselves to objective and precise measurement. But certain variables are more nebulous and do not lend themselves to accurate measurement because of their abstract and subjective nature.

- i. Provide examples for the above two types of variables. (4 marks)
- ii. How to measure those variables that are abstract and subjective in nature? Provide example to support your answer. (6 marks)

b) Nominal scale allows researcher to assign subjects to certain categories or groups. Provide two questions that come with nominal scales. (6 marks)

c) Identify the major FIVE steps in sampling process. (5 marks)

d) Provide an example of using snowball sampling. (4 marks)

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